

# LYNCHBURG CITY COUNCIL

## Agenda Item Summary

MEETING DATE: **February 24, 2004, Work Session**

AGENDA ITEM NO.: 7

CONSENT:

REGULAR:

CLOSED SESSION:

(Confidential)

ACTION:

INFORMATION: **X**

**ITEM TITLE: Additional Information in the Consideration of Amending the Budget and Appropriating Funds to Conduct the National Citizen Survey**

### RECOMMENDATION:

City Council amend the budget and appropriate \$11,350 from the General Fund Reserve for Contingencies to conduct The National Citizen Survey (NCS).

### SUMMARY:

At the January City Council work session, additional information was requested from staff regarding the National Citizen Survey. An overview of the survey, sample survey materials, a list of localities that have conducted surveys in the past 5-8 years (but necessarily the NCS) and are included in the NCS database for comparative purposes, and the list of localities that have administered the NCS since its inception in 2001.

Also attached is the preliminary worksheet packet that staff will need to complete in preparation of administering the survey. Please particularly note pages 10-15 which discusses the logistics of whom the survey should be mailed to. Should Council decide to pursue the survey, staff will need to research mail carrier routes as they correlate to Council wards.

As a reminder, the cost of the basic survey is \$8,200. Additional fees include \$750 to cross-tabulate the data by demographics, \$1,200 to cross-tabulate geographically, and \$1,200 for one open-ended question for a total cost of \$11,350.

Staff recommends that the survey be conducted so that the results will be available for Council's annual retreat in August. A calendar outlining the elements involved in the survey is attached for your review.

**PRIOR ACTION(S):** Preliminarily discussed at a Finance Committee Meeting during 2002; January 27, 2004 work session.

**BUDGET IMPACT:** \$11,350 from the General Fund Reserve for Contingencies.

**CONTACT(S):** Bonnie Svrcek, Deputy City Manager 455.3990

**ATTACHMENT(S):** Overview of The National Citizen Survey  
Sample Survey Materials  
List of Localities that have conducted Citizen Surveys in the Past 5-8 Years and are included in the NCS Database for Comparative Purposes  
List of Localities that have used the NCS since its inception in 2001  
The National Citizen Survey Worksheet Packet

**REVIEWED BY:** lkp